

FEB. 7. 2006 10:47AM +1-212-319-5101 customer 01933

NO. 7150 P. 1

RECEIVED
CENTRAL FAX CENTER

FEB 07 2006

Appln. No. 09/811,724
Response dated February 7, 2006
Reply to Office Action of October 11, 2005

**Attorney Docket No. 01145/LH
IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE**

Applicant : M. INOUE et al.

Serial No. : 09/811,724

Filed : March 19, 2001

For : SYSTEM AND METHOD FOR
DISTRIBUTING ADVERTISEMENTS
TO A PLURALITY OF USERS BASED
UPON ADVERTISEMENT USER
ATTRIBUTES AND ADVERTISEMENT
PROVIDER ATTRIBUTES

Art Unit : 2143

Examiner : Alina A. Boutah

Confirm. No.: 9510

Customer No.: 01933

AMENDMENT UNDER 37 CFR 1.116
EXPEDITED PROCEDURE - GROUP 2100

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

S I R :

This is responsive to the Office Action mailed October 11, 2005, the term for response to which is extended by one month by Petition filed concurrently herewith to February 11, 2006.

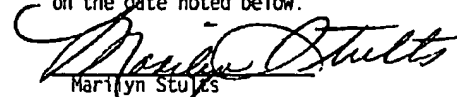
Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 18 of this paper.

CERTIFICATE OF FACSIMILE
TRANSMISSION
TO NO. 571-273-8300

TOTAL PAGES: 21

I hereby certify that this paper is being facsimile transmitted to the Commissioner for Patents Office on the date noted below.


Marilyn Stults

Dated: February 7, 2006

In the event that this Paper is late filed, and the necessary petition for extension of time is not filed concurrently herewith, please consider this as a Petition for the requisite extension of time, and to the extent not tendered by check attached hereto, authorization to charge the extension fee to Account No. 06-1378.

OK to
enter
ANB